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# all **VOLUNTEER**

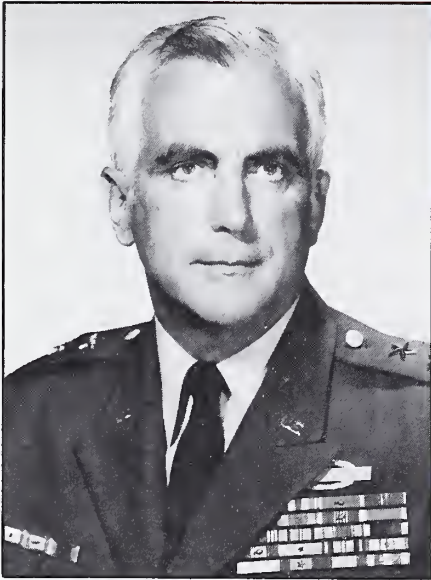
The Army's recruiting and retention professional magazine since 1919

SEPTEMBER 1979



## Fitting the Recruiter into the Community

# Commander's Notes



When you receive this issue of *all VOLUNTEER* about three weeks will remain until the end of FY 79. At press time a 13,000 shortfall against our total FY 79 goal of 158,500 was forecast—the majority NPS (Males) for the Combat Arms. The Army is counting on you to work hard through the end of September to help reduce that anticipated shortfall as much as possible.

While the total FY 79 goal established for us will not be met, you can take pride in your accomplishments to date. Let me mention a few.

First, you exceeded all expectations in shouldering our toughest challenge this fiscal year—the USAR recruiting mission. Our ability to absorb the assets to do this job and still exceed 100 percent of our USAR goals is a fine tribute to the professionalism of the USAREC team. You can be proud of this achievement while facing increasingly difficult Active Army recruiting challenges. Secondly, you have recruited some 10,000 more volunteers in FY 79 than in FY 78.

As you know, however, FY 80 will be tougher. We must make up the FY 79 shortfall. One way we will do that will be to improve upon the caliber of recruits we're enlisting in order to reduce attrition. I'll say more about the FY 80 challenge and review our FY 79 achievements, by category, in the October issue.

To summarize, by any standards, you've done a great job in FY 79!

Now, let me address briefly the theme selected for this issue. Recruiters are an integral part of the communities they serve. They are often looked to for leadership and assistance similar to that provided by other corporations and industries in the community. Whatever time and effort the recruiter spends in community activity is usually repaid in goodwill and an atmosphere that nourishes the potential of his or her mission.

The Army has recognized the importance of community activity by an awards program started last year. The Community Relations Award of Excellence is a burgeoning program attesting to the fact that the once-wide gap between soldier and civilian has narrowed considerably. Recruiters, however, have been active participants in their communities for a far longer time. This issue of *all VOLUNTEER* salutes a few of these soldiers who have found that fitting into the community is both self-rewarding and great for the mission.

**WILLIAM L. MUNDIE**  
Major General, USA  
Commanding



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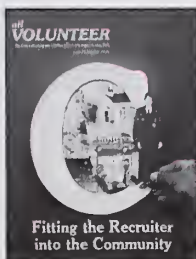
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Completing the community picture with a US Army recruiter sets the theme for this issue. Cover art was done by Chuck Schlichter of the Ft. Sheridan TASO and photographed by MSG Wolfgang Scherp, who also supplied the Vulcan crewman's photo on our back cover.



*National defense may be its primary mission, but the Army still has time for its civilian neighbors. In fact, the response to a new Department of the Army awards program has turned up some interesting details of numerous efforts by soldiers and Army civilian employees, their dependents and Army organizations who want to show the local community that they care.*

# Good Neighbors

by Harold Bailey  
OCA

There was a time when the Army was somewhat isolated from the local civilian community. With a few exceptions, civilians were not allowed on Army installations. And, for the most part, soldiers stayed on post. There was very little rapport between Army personnel and their civilian neighbors.

This is no longer true, however. Changing economic and social influences and public attitudes have enmeshed the military and civilian communities as one. The majority of Army personnel now live in the civilian community. They worship together with their civilian neighbors and their children go to public schools. Isolation is a thing of the

past.

Today, the Army's relationship with the civilian community has improved significantly. Much of the credit for this improvement is due to the efforts of Army personnel who have devoted themselves to numerous community-oriented programs.

Army personnel voluntarily give their time, their energies and their talents to work with community organizations in a variety of worthwhile programs. This has resulted in a vast amount of public goodwill toward the Army and has significantly strengthened the Army's Public Affairs program.

Consequently, the Army Chief



*A Ft. Leonard Wood soldier assists in the 1978 Missouri Special Olympics for handicapped children.*






**Above, soldiers from the 24th Medical Company, US Army National Guard prepare to airlift a rancher and his wife from their snowbound ranch in western Nebraska. Below, left, members of the Ft. Greely Enlisted Soldiers' Wives' Club spread holiday cheer to needy families through the Toys for Tots program. Below, right, a soldier from the 756th Engineer Co., US Army Reserve, clears snow from a street in Hall, MA after a blizzard.**



of Public Affairs, in February 1978, initiated the Community Relations Award of Excellence program to recognize outstanding community relations efforts. The award consists of a certificate imprinted with the official Department of the Army plaque design and the words "In recognition of outstanding contributions which fostered better understanding between the civilian community and the US Army." The certificate is signed by the Chief of Public Affairs.

Thus far 72 awards have been presented, and nominations are still coming in.

Americans have traditionally reached out to help their neighbors in time of need and to help make the community a better place in which to live. Reaction to the Award of Excellence program shows that in the thousands of locations around the world in which they live, work and train, Army personnel are continuing that tradition. They are concerned with more than National defense. They are unselfishly addressing themselves to the needs of the community—actively demonstrating that the US Army is indeed a good friend and neighbor. 





*With smoke in his eyes, SSG Bob Duszak (center) puts his culinary skills to use as an unofficial camporee chef. He was a mess sergeant at West Point before starting recruiting duty in Connecticut.*

# A special day

***Editor's Note: Generating leads and producing enlistments are obviously key goals of our community relations program. But what about the importance of "community service" in our dealings with the public? With the help of the US Military Academy's Sport Parachute Team, the New Haven DRC and Staff Sergeant Bob Duszak of the Middletown, CN, recruiting office recently put a little community service back in their community relations program, and netted some very rewarding results.***

**by Marian Martone  
New Haven DRC**

"Sir, I don't think that sergeant's gonna make it near the target," said a young voice in the audience.

"Now let's see," replied Major Dan Conn, narrator of the US Military Academy's Sport Parachute Team, the Black Knights. "I'll bet you a stick of chewing gum Sergeant First Class Crenshaw will land right there. He's one of the best parachutists the Army has."

The young spectator lost the bet. Crenshaw made a dead center landing, and the Black Knights were right on target when they dropped in to visit 200 mentally and physically handicapped Boy Scouts for the grand finale of a 3-day camporee of "Love and Fellowship," held at the Deer Lake Scout Reservation in Killingworth, CT.

Sponsored by the Quinnipiac Council of the Boy Scouts of America and the Probus Club of Hamden, CT, the "handicap" camporee was the first of its kind in Connecticut,



and one of only a few in the northeast.

The campers, ages 9 to 52, came from throughout New England for a weekend of special olympics, storytelling, helicopter demonstrations, and parachute jumping. Some came on crutches, and some in wheel chairs, but all proudly wore their Boy Scout uniforms, and sported broad, enthusiastic smiles.

When two local scout organizers, Dr. Lawrence Tannenbaum and Andy Cain, started to plan the event last summer, they called upon the Army for support. Staff Sergeant Bob Duszak of the Middleton recruiting office was the first to volunteer.

"I knew we weren't going to get any enlistments from it," Duszak said emphatically, "but that was beside the point.

"We weren't there to get something out of those kids, we were there to give. It was a matter of good community relations. Let's show people what the Army is really all about—helping."

And help the scouts got. With the cooperation of the Black Knights, who travel regularly throughout southern New England in support of the Recruiting Command and a variety of civic groups, Duszak staged a show the group would not likely forget.

Before their 20-minute demonstration of aerial acrobatics, West Point's skydivers gave the scouts the opportunity to man the controls of the Academy's Huey helicopter. It was a double treat for the campers, many of whom had seen their first chopper when Connecticut's Army National Guard stopped by with another helicopter display earlier in the weekend.

As Conn narrated, the enthusiastic audience was awed as the Huey, piloted by Chief Warrant Officer Richard Prouty and crew chief Sergeant Frank Huggins, climbed to 3,500 feet with its four master skydivers, Major Leigh Fairbank, Sergeants First Class Mike Brownfield,

and Bob Crenshaw and Staff Sergeant Jerry Coble.

Following the performance, Duszak and the Black Knights were presented official "Love and Fellowship" emblems by scout representatives.

"It was a great feeling of accomplishment," said Duszak, who doubled as the camporee's Man Friday and unofficial chef, as well as serving as parachute ground crew at the event. "If they ever have another camporee, I'll be the first one there, even if it's out of state.

"That's all the kids talked about

since the first night, the helicopters and the parachuting," he added.

Some of the handicapped scouts even said they wanted to be pilots—and for a few moments that weekend, they were.

Scout officials called the camporee "the best ever," and the press cheered the spectacular display of aerial acrobatics that closed the weekend's activities.

But the true measure of success was the reaction of the audience. "What do you think?" one young scout was asked. "Do I have to go home?" he replied.



*Above, Black Knight SSG Bob Crenshaw, takes time to discuss the "ups and downs" of parachuting with a group of handicapped campers. Below, everyone takes a turn manning the chopper's controls before West Point's Huey took off for the jump.*



# Midwest recruit the commu

by Carol T. Masek  
Cleveland DRC

Service—giving of oneself to enrich the lives of others—that's the key to winning in the game of life according to a number of Cleveland DRC recruiters. They have learned that by exercising wisdom in the use of their "free time," they are personally rewarded and the Army benefits too.

Sergeant First Class Darwin Stamper (Elyria, OH station commander), who holds a bachelor's degree in business, offers this advice to his fellow recruiters, "There are lots of recruiters with degrees. Schools are crying for substitute teachers. By putting two and two together, recruiters not only gain entry to high schools but

get to know students personally and have a captive audience to boot.

"Sure, substituting may take me away from my 'job' for a day; but in the school I've taught in, we already have five enlistments where last year we only had one," Stamper explains.

"Although absent teachers have work plans, we invariably end up talking about the Army. I'd recommend that recruiters who are interested in this possibility should contact their local board of directors to determine what certification procedures must be followed. Do this in the summer so you're ready to 'sub' in the fall."

Stamper found himself pursuing his teaching avocation through his affiliation with the Masonic Lodge in town. His brotherhood with the superintendent of the

Lorian County Schools provided a basis of mutual trust and an invitation to the recruiter to apply to substitute. He also enjoys socializing with "outstanding" community leaders in the lodge environment.

Staff Sergeant David Andrews has a three-pronged outreach in his Ashtabula, OH hometown. First, he sings and plays lead guitar for a country-western band—an undertaking that puts him in direct contact with the prospect market. I think I put in about one enlistee a month as a result of my playing," he adds.

Andrews also serves as the senior advisor to an Explorer Scout post in town. Recruiters from the other services also work with these young men, all of whom are interested in military affairs.

## . . . in Omaha, NB

by Peter Dasovic  
Omaha DRC

When recruiter Staff Sergeant J. Meighen visits Millard High School in Omaha, the uniform of the day is neither greens nor khakis.

A scuba diver certified by both PADI (The Professional Association of Diving Instructors) and NAUI (The National Association of Underwater Instructors), Meighen dons a wet suit each Monday, Wednesday and Friday during the school year and teaches a basic course in scuba to interested juniors and seniors.

Assigned to the Omaha DRC in July 1978, Meighen found that Millard, one of his assigned schools, had an olympic-size pool, an award-winning swim team and scuba equipment, but no one to teach a basic scuba course.

He approached Paul Cerio, the swim coach, with a proposal for an organized scuba program. Cerio and school board officials liked the idea and Meighen became an unpaid faculty member at the school.



*SSG Meighen gives instructions to a group of students.*

Meighen teaches the basic scuba course as outlined by PADI, including snorkeling, introduction to scuba and the physiology of scuba.

High school officials were impressed with this year's program and asked Meighen to return for the



# Recruiters get into community spirit

The Ashtabula recruiter's other major involvement is with the Fraternal Order of Eagles, a "well-respected" organization in town. As another recruiter pointed out, respect is a key to community success: "Especially in a small community, if you do something right or wrong, it gets around like wildfire."

When Staff Sergeant Ray Martin arrived in Lorain, OH last year, his goal was to weed out unproductive individuals in the community. Enlisting young people in the Army was a primary way to get them good jobs, but he also found that many could not pass the required mental tests. He began working with the Community Action group in Lorain which specializes in assisting the disadvantaged and senior citizens. He teaches a monthly "leadership management" workshop at one of

the group's Neighborhood Houses.

Martin's second major activity involves him with the Kiwanis Club. Elected the Youth Activity Councilman of his club, he is responsible for the Key Club at a local high school and for the Circle K Club at a community college—both Kiwanis affiliates.

His commitment to his Christian faith earmarks the focus of Barberton, OH, USAR recruiter, Sergeant First Class Charles Jackson. As an active member of the Community Church of Portage Lakes, he captains the Christian Service Brigade Battalion Post No. 1329—the 12-18 year-old boys group. Active in Brigade work since he himself was a youth, Jackson constructed new rifle range target stands this summer at the group's camp near Cleveland.

The Barberton recruiter has also served as secretary to the Ohio (Buckeye) chapter of the Association of the United States Army (AUSA) for the past 5 years. It is this responsibility that has involved him in the "hottest" project he has going now: he is serving as Director-in-Charge of Promotions for the Shrine of the Flag and Cross.

Basically, this position makes him responsible for raising public interest and support to build an inter-service war memorial dedicated to all deceased servicemen from the Akron-Canton area.

Active recruiters know that the keys to their success are being available and being visible. They've learned that a balanced recruiting life means involvement with prospects and influencers alike. **T**

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1979-80 school year.

Meighen, a 100 percent plus recruiter, is not really "unpaid" for his work—he's got 18 enlistments from Millard High School alone.

## ... in Belleville, IL

by Chris Phillips  
St. Louis DRC

Staff Sergeant Ted Schirmer of the Belleville, IL, RS in the St. Louis DRC has already found three ways to develop community involvement from his athletic skills. He is the assistant soccer coach at O'Fallon High School in O'Fallon, IL, and has agreed to teach soccer during the upcoming school year at Waterloo High School in Waterloo, IL. He umpires boys' and girls' softball games for Smithton, IL, where he lives, and serves in the Smithton Athletic Association. And he bowls with the O'Fallon Jaycees.

Schirmer is well-qualified for these athletic endeavors. Before he joined the recruiting team last year, he served for 4 years in the communications field in Germany. Throughout that time, he played soccer in the German League and with the American

team. He also kept in condition by running over 1,000 miles in the Army's "Run for Your Life" program.

That the time Schirmer invests in community relations is well-spent is proven by his formidable recruiting record. He was the top recruiter in the Granite City Area for the first quarter of FY 79, and his production throughout the year has remained exceptionally high.

Mr. Art Voellinger, soccer coach at O'Fallon High School, attests to Schirmer's impact on his community. "Ted is a really welcome addition to our program and a credit to the Army," he says. "When I saw how much he knew about soccer and how readily the players accepted him, I turned goal-tending over to him completely.

"He's easy to work with and likable. He has a great attitude. And our school is happy to have him, because he's doing something for us."

Schirmer's coaching, umpiring, and bowling give him—and the Army—welcome recognition in his community. His commitment not only creates contacts with prospects and valuable CIs but also builds higher esteem for the Army in the minds of the members of the community. **T**

# State dubs Dempsey dutiful, deserving

by Linda Roop  
Atlanta DRC

In the recruiting field, the esteem and respect of centers of influence are what it's all about. Sergeant First Class Bill Dempsey, five-man station commander in Rome, GA recently managed to increase both Army and local community awareness throughout the state by earning the "Outstanding Military Citizen of Georgia Award."

Dempsey's selection, made from a field of 12 semi-finalists representative of all services, was based on good character and reputation, outstanding military conduct and significant contributions to the community.

A 15-year serviceman, Dempsey has been on recruiting duty for the past 8 years—first as a field recruiter in Harrisburg, PA, then as PDNCO in Omaha, NB and finally, as station commander for the past 2 years in Rome. Just during the last 2 years, Dempsey somehow found time to assist in raising funds for the United Way, the Heart Fund and the fund for muscular dystrophy, in soliciting blood donations for the Red Cross and serving as a member of the Chamber of Commerce Committee to Help Clean-Up Rome.

Dempsey is also a member of the Advisory Committee for Continued Education in the Rome city schools and has twice coordinated the annual school Career Week to promote college and vocational awareness. In addition, Dempsey serves as a member of Georgia Congressman Larry McDonald's Advisory Committee for Rome and Floyd County.

Yet perhaps Dempsey's most

meaningful community contributions have involved working for and with the needy youth. He has been a member of the Jaycee Board of Directors since 1978 and has performed as chairman of the following activities: Jaycee Week to raise organization funds; Cheerful Givers to distribute groceries to needy families at Christmas time; Back-A Child to raise funds to send mentally retarded children to Camp Easter Seal and the Christmas Shopping Tour to provide Christmas gifts for the Boys' Club.

In his spare time? Dempsey is active in church affairs, including a weekly visitation program and church sports events. He has received a certificate of appreciation for continued support to the local National Guard and is also currently enrolled in a master's degree program at Berry College in Rome.

Still, he makes time for his wife, Pamela, a local high school teacher, and their three children, ages 17, 9 and 6. "Whatever he does, he puts his whole heart and soul into it. He's a wonderful husband and father. I'm as proud of him as I can be," Pamela commented.

Letters of tribute to Dempsey's exceptional abilities have poured in from local community leaders. L.T. Shoemaker, the Public Affairs Director of local WRCM Broadcasting Stations, wrote to Dempsey, "It is indeed a pleasure to have someone come into our town as a newcomer and become a truly interested and involved citizen, not because of job responsibilities, but because you care about the town in which you live. Too many times people tend to sit back and wait for things to happen or they complain while they do nothing about areas of

concern that need attention. Bill, thank goodness for people like you."

Dempsey was presented the award by Georgia Governor George Busbee at a ceremony in the governor's office shortly after a large luncheon in Dempsey's honor. "The Outstanding Military Citizen of Georgia Award is a great honor for me and for the Atlanta DRC," Dempsey stated. "It's really a credit to the community, too, because without community support, I wouldn't have been able to earn the award," he continued.

"A recruiter can never get over-involved with his community," he added. "My community work has helped to pave the way into schools and to bring the Army image into the limelight," he pointed out.

Michael McDougald, president of a Rome broadcasting station, best expressed in writing the tremendous public relations value of Dempsey's efforts . . . "If ever there exists a time when our military needs the leadership abilities of quality men and women, it is now. Working with you, Bill, on civic projects, being around you and your associates, I am most pleased to see that the Army has quality and recognizes it. I am pleased too that the Army has seen fit to place a man of your quality in such a sensitive position as recruitment. If we are to build a powerful volunteer Army, we must start with quality recruiters."







by Nancy Fisher  
Detroit DRC

# Rocks, pom-pons, etc. work magic in MI

• Last fall Sergeant First Class Bob Byrd and Staff Sergeant Dale Horner became local heroes when they and the Army Reserve assisted the Booster Club at Plymouth-Salem High School in moving a 6-ton rock to the front of the school. (Ed. Note: See Feb 79 *all VOLUNTEER*.) In recognition of their efforts, the recruiters were immortalized in the school yearbook. Plymouth recruiters also provide a color guard each spring at the school's graduation exercises.

• In a different vein, one innovative recruiter, Sergeant Burl Heaggans of Lincoln Park Recruiting Station, went to the Parks and Recreation Department of Ecorse and requested permission to post "Keep America Green—Join the Army" bumper stickers on all the waste receptacles in the city parks. The officials agreed, so the message is doing double duty for environmentalists and Army recruiting.

• Every Monday morning during the fall and winter months some of the Detroit recruiters gathered at the Boys' Club in the inner city to play basketball in a recreation league and were on hand to talk to some of the young men there . . . What did they talk about? The Army, of course.

• The Dearborn Raiders, made up of recruiters from the Dearborn area, is a softball team in the Dearborn Heights Recreation League. For the past 3 years they have made a reputation for themselves of losing games but gaining leads. DEPers are invited to attend the games and often fill in when the team is short. Their league consists of Qualified Military Available, so the opportunities to sell the Army abound.

• When the Boy Scouts need some help, recruiters often come to their aid. After all, that's where some of the best soldiers of tomorrow can be found. Staff Sergeant Edd Harris, down Adrian way, singly led the parade for the District Boy Scout Jamboree when other services declined, and ended up with his picture on the front page of the *Adrian Telegram*.

• Audiences at the Livonia, MI Optimists Club, several packs of Cub Scouts and the students in the Career Center of Clarenceville High School have been spellbound with the magic of Staff Sergeant David Hall of the Livonia Recruiting Station. He is billed as "The Man of Magic" and has performed his magic act all over the country and in Europe. Now appearing on behalf of Army recruiting, he has become the man of the hour and a member-at-large of Redford Union's school magic club that meets monthly. "I don't use magic to make mission," said Hall, "It's just plain hard work. But I really believe my magic act makes my job a little bit easier."

• Staff Sergeant Dave Kusiak, newly assigned to the Southgate Recruiting Station, offers his services to chaperone youth groups and puts an ad in his weekly church bulletin to make himself known. Often recruiters are asked to provide an Army color guard for special church services.

Detroit DRC recruiters engage in community-related activities all year round, providing vehicles, static displays, color guards, etc. for the events in their areas.

Army recruiters must be dynamic members of the community to be successful. They are repaid in prospects.



# Involvement means sel

by Pamela Roberts  
Columbus DRC

**ARMY RECRUITING:** It's a sales job. And in order to sell anything, you have to make the contacts. A good way to make those contacts is through involvement.

Recruiters in the Columbus, OH DRC find that involvement with the civilian community, though it takes a great deal of their time, saves them time in the long run, and surprisingly, that they enjoy it. Involvement throughout the DRC comes in various forms.

Staff Sergeant Bob Jackson, a Reserve recruiter in Newark, OH became involved with Cub Scouts about 8 months ago. He is currently the leader of a pack of 25 boys, ages 10 and 11. Basically, Jackson's involvement with the Scouts pays off in his meeting centers of influence (CI).

"The first Tuesday of the month, we have a training session in Columbus where the leaders get together and discuss concepts and requirements," Jackson explained.

"It's really interesting because I can get together with the men in the community," he continued, "and they can get to know me and that I

He talked about the time he and Captain John Besaw, the area commander, talked to a group of 11- to 16-year-olds about "wilderness survival" for their merit badges. That age group will soon be in the age group of our target audience.

What does Bob Jackson get in return for his involvement? Self-satisfaction, of course. He added, "I have gotten a couple of enlistments out of it."

"But," he emphasized, "I think the biggest thing above enlistments is being in the public eye. Everyone knows I am in recruiting and to them I am projecting the image of the Army."

Another Columbus Reserve recruiter who is involved is Mr. Jim Moore, assigned to the Columbus South recruiting station. Moore has been involved with the students in the schools for the past 33 years in one form or another, primarily in sports.

He has a scrapbook to prove it, though he explained modestly that his children put the book together for him. A participant since his childhood, he has become proficient in many sports. He says his involvement happened by chance.

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*"I think the biggest thing... is being in the public eye."*

---

am an Army recruiter.

"The Scout Master for one of the troops holds an important position with WOSU, the Ohio State University TV station. And some of the other leaders are excellent CI."

Sometimes his involvement pays off directly, he explained, "One of my Weblo leader's daughters is interested in the Reserve." Involvement pays off indirectly, too, though not always immediately.

"I was just walking down the street one day and there were some kids playing football," related Moore. "One of the kids stopped me and asked me for help. That's where it all started. This is my 33rd year, and I haven't missed yet!"

A look through his scrapbook is ready proof of his involvement over the past 33 years:

— There is a picture which shows him accepting a trophy as coach of a Golden Gloves boxing

team in "the first part of the fifties," he says.

— There is also a picture of him with a caption explaining that he was one of the original founders of the Mohawk High School Athletic Association about 7 years ago.

— In another photo, he is standing with former OSU football coach Woody Hayes, the City Attorney of Columbus, and the Superintendent of Columbus Schools, accepting honors at an All-Sports Banquet.

— There is a letter from General Higgins, former CO of the Defense Construction Supply Center, offering his appreciation for Moore's efforts.

— And a news release about Moore's being the chairman of a "Walk for Mankind," proceeds of which were used for charity.

— Another news release talks of Moore's being instrumental in the first Little League football clinic held in Columbus back in 1972. He is still involved with the annual clinic.

— Yet another photo shows that Moore's involvement has not been strictly with the boys, however. He is just as proud of working with the girls and he smiles when he thinks back to when he helped to form the girls' high school drill team and assisted them in their practice sessions.

When you are as involved as Jim Moore is, you work with many kids, some who really amount to something.

Moore lit up as he talked about working with "Hal Williams, the guy who plays the cop on 'Sanford and Son' and is on 'the Waltons.'"

But he really glowed when he started reminiscing about working with Archie Griffin, former OSU football star, and two-time Heisman Trophy Winner.

"People think I'm kidding when I talk about coaching Archie Griffin," he chuckled. "I remember one



# f-satisfaction

time I was talking to some guys and Arch walked by on the other side of the street. I said something about having coached him and they didn't believe me. I hollered at Arch and waved and he waved back. When he realized who I was, he came running back and hugged me."

Moore's 4 x 6 foot portrait still hangs in the Black Hall of Respect located in a Catholic recreation center in Columbus.

"They really fooled me," he said, as he reminisced how they had faked an emergency and called him from a Reserve meeting, then chauffeured him into the center where they unveiled the portrait before him back in the spring of 1975.

Moore's most recent honor was Eastmoor High School's dedicating their 1979 yearbook to him in appreciation of his concern and involvement with the school over the years. (See Field File section, April 1979 *all VOLUNTEER*)

Does involvement pay for Jim Moore?

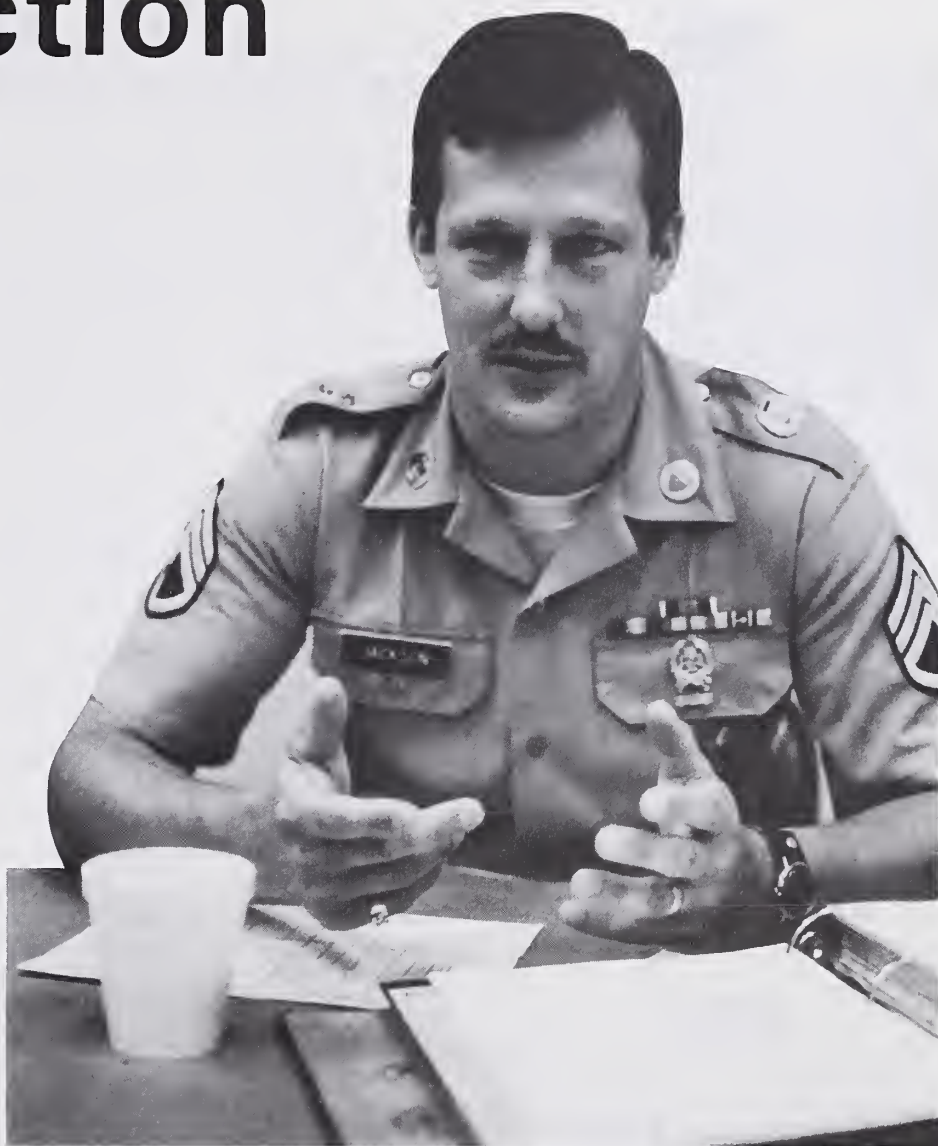
"Sure," answers Moore. "I get a couple of guys a week stop by to see me. And some of 'em enlist."

He feels visibility is also a bonus of involvement. After talking about all the sports, all the schools, all the years, Moore added, "There isn't a coach or a principal in Columbus who doesn't know me." And he wasn't bragging—just stating a fact. His personnel file is filled with letters of commendation and appreciation for consistently outstanding recruiting for the Army Reserve.

For Jim Moore, involvement is the key.

And there is still another type of involvement in the Columbus DRC.

Staff Sergeant Michelle (Bud) Hoyt, station commander of the Newark recruiting station, has a different slant. He doesn't belong to any particular organization but serves as an invitational speaker at



**SSG Bob Jackson, a Reserve recruiter in the Columbus DRC, says involvement gives him a sense of self-satisfaction.**

various types of functions—businessmen's luncheons, PTA, etc.

Hoyt says he doesn't need to belong to an organization. By speaking, he feels he can be more effective and contact a greater number of people.

This type of involvement takes a particular personality. Naturally outgoing, Hoyt is an energetic young man who never seems to wear down. Always ready with a joke, he talks a mile a minute.

Speaking to a group, often in an exaggerated "cajun" accent, he does a great deal of gesturing and joke telling and through this, gets his

point across.

As to the nature of his speech, Hoyt replied, "Basically it is an entertaining type thing. 'I usually try to keep it light and add a lot of humor. But,' he added, 'I get the Army in there and ask help from the community in supporting the Army.'"

When asked if he felt his involvement was helpful in recruiting, Hoyt replied, "Since I've been in Newark (December 1976), I've put in over 200 people." Let the figures speak for themselves.

Involvement—It's so basic; It's so essential. It's the key to success.



# By helping out Langfitt fits in

by George Arnold  
Little Rock DRC

For Sergeant First Class Bill Langfitt, community involvement means more than belonging to a local luncheon club.

"My impression of community

service is when things get rough . . . don't be afraid to jump right in," the 31-year-old commander of the US Army recruiting station in Monticello, AR said recently.

Langfitt "jumped right in" 2 years ago when he moved to Monticello as a new recruiter and joined the local squad of the Office of Emergency Services. The 20-man squad responds to emergencies in the area, serves as a search and rescue unit and is deputized by the county sheriff.

The squad has been busy lately.

Earlier this year, Monticello was paralyzed by an ice storm that snapped numerous power lines, cutting off electricity in the dead of winter. The OES squad supplied a generator to the town, provided traffic control and security and searched outlying areas of the county for storm victims.

Two months later, the same part of the state was wracked by a series of tornadoes, one of which ripped through the nearby town of Hamburg. The Monticello OES was one of three rescue units that got the call to help in the recovery effort.

As if that involvement was not enough for Langfitt, he volunteered for the Monticello Fire Department this spring. That also has kept him busy.

Within 3 months, he has helped fight an afternoon blaze at a Monticello chemical foam plant, a fire on the fifth floor of the local hotel and two house fires.

Despite his outside commitments Langfitt has found time to win his gold recruiting badge while assigned to the Monticello station.

Has his work on the OES squad and the volunteer fire department helped his recruiting efforts?

"I think it has," Langfitt replied, adding that his visibility as a recruiter and an OES and a fire department member has heightened his credibility around town, as well

as the credibility of the Army itself.

"Everyone knows the Army recruiter here," he said.

Working with the emergency organizations helps him build centers of influence, he said. For example, two members of the OES squad are high school counselors and Langfitt credits them with providing him five recruiting leads in the past year.

In addition to his other activities, Langfitt is taking an Emergency Medical Technician course and plans to become an EMT instructor, passing on his skills to other members of the OES squad.

He estimated that his outside activities, including the EMT course, consume about 60 hours each month.

His wife's reaction to those demands?

"She takes it real well," Langfitt said. "She doesn't really mind it. More than once, she's gotten up in the middle of the night when I've gotten a call and she's waited," listening to a police scanner for information about the current emergency.

Langfitt also gives high marks to his fellow OES squad members, calling them "20 of the most dedicated guys I ever worked with. They give up so much to work for the community . . . if the phone rings, that's it."

Gaining the acceptance of the other OES squad members and the firemen was not a foregone conclusion, he added. "You have to win their confidence. You have to be willing to pull each other out . . . it's teamwork . . . it's a lot like the Army."

He characterized the town of Monticello as a "very close community" where everyone chips in to do his part. Obviously, Langfitt tries to do the same.

"You've got the talking and the doing," he said, but in the local emergency organizations: "We don't talk. We just do."







# Reading File

## *Managing People: Influencing Behavior*

**Managing People: Influencing Behavior** by David W. Thompson, C.V. Mosby Co., St. Louis, MO, 1978, 150 pages, \$7.95.

Back in the "Dark Ages" of management, many military and civilian managers would probably have capsulized their duties as, "Well, I come to work every morning and if anything happens, I react to it." Fortunately, for all concerned, those with the "fireman's" approach to management are fast becoming an endangered species; and here's a toast to their hurried extinction.

Although Frederick Taylor pioneered the study of scientific management in the first quarter of this century, a flood of information about the science and art of guiding organizations and people towards accomplishing goals and objectives has recently descended upon us, especially in the past 10 years. A theme found in much of this material attempts to define the role of "manager" and identify specific, essential skills which are critical to managerial success.

The author states that the greatest deficit faced by organizations of all types today is the lack of managerial talent. Not necessarily at the top of an organization's structure is there a void of experience; but the grass-roots level where the day-to-day business of organizations is conducted, in many cases lacks managers who have as one of their most powerful skills, the ability to influence and develop their subordinates.

"Business," (and the military) says Thompson, "is essentially a human enterprise. The role that the manager plays as an influencer of human behavior is paramount to the success of any organization. The manager's positive communication skills are absolutely essential not only to promoting a working environment conducive to success but also eliciting subordinate's talents and contributing to their success. The author illustrates that opportunities for

managers to practice positive communications occur every day in every interaction with subordinates.

A boss's caustic, "Don't blow it," to a recruiter on the way to a high school just might cause that salesperson's anxiety level to rise even higher than it was already. While the comment may have been made in jest, what probably was perceived by the recruiter was, "Hey, my boss doesn't have any faith in my ability." Perhaps a more positive comment such as "I know you'll do a good job," might not only alleviate some of the tension that is quite normal with sales operations but also ally the recruiter even more closely to the station commander. Words do make a difference and the successful manager knows how to positively communicate with subordinates in all situations.

Thompson discusses several critical managerial functions and how managers can increase effectiveness while diagnosing operations, interviewing, changing behavior and reviewing performance.

Case studies reinforce and illustrate the principles covered in the chapters. *Managing People: Influencing Behavior* is one management textbook that takes a "nuts and bolts" approach to the subject rather than the more common, nebulous "theory" approach.

It's heavy reading in some places, but if you are a progressive manager, interested in self-improvement and development, David Thompson's book is worth reading. Mastering the art of positively influencing subordinates and co-workers could be the best "fire prevention program" you could institute. The manager is the catalyst for success. Here's wishing you good managing and good recruiting.

Captain Robert Roemer is the USAREC Equal Opportunity Staff Officer.

## *Cover-Up: The Politics of Pearl Harbor*

**Cover-Up: The Politics of Pearl Harbor, 1941-1946** by Bruce R. Bartlett, Arlington House, New Rochelle, New York, 189 pages, \$8.95.

If there is anything the American public likes better than a cover-up, it's a conspiracy to cover up the cover-up. From the title of this work, it is logical to think that Mr. Bartlett has uncovered new evidence to prove that Pearl Harbor falls into both categories.

Most Americans are familiar with the litany: President Roosevelt "invited" the Japanese to attack the American bases in Hawaii to insure that the United States would be "invited" to take part in World War II. All that's lacking is the hard evidence.

After reading *Cover-Up* that evidence is still lacking.

Mr. Bartlett does a thorough job of relating what happened on that December Sunday but really doesn't succeed in tying the whole situation to the former President.

The author's sympathy is certainly with the commanders in Hawaii, Lieutenant General Walter Short and Admiral Husband Kimmel. He tries to point out, and does so quite well, that they were not fully informed on the situation in the Far East which culminated with the attack on Pearl Harbor and the other US bases in Hawaii.

But still, we are looking for the evidence that the President "knew" that the Japanese would strike in Hawaii and that the withholding of this information was treason on the part of the President and his cabinet.

This whole theory falls down in at least two places as the author relates that the President did not give enough serious

thought to the possibility of the Japanese moving against Hawaii.

Now we can't have it both ways. We can't charge the President with the lack of foresight in anticipating an attack on Pearl Harbor and at the same time charge him with "inviting" that same attack.

Much of the rest of the book is devoted to the various investigations of the sneak attack on Pearl Harbor. Of course Admiral Kimmel and General Short were relieved of their commands shortly after the attack for no other reason than that they were in charge.

Perhaps they were not treated fairly; the author certainly thinks so. Nonetheless, this doesn't prove that Hawaii was "set up" to take the blow that committed the United States to World War II.

Mr. Bartlett does make one other interesting point in his book; that being that the United States might be better off today if it had sat out the war and allowed the Germans to overrun and dominate Europe and the Japanese to take control of Asia. He also feels that somehow a battered Russia and a burning England would probably have won the war in Europe anyway and that Japan would have been moderate in its treatment of the part of the world it wanted to dominate.

Mr. Bartlett's work will be of interest to the World War II student, but somehow the pages between the covers do not support the title and its main theme that the "guilt" for the attack on Pearl Harbor rested with the Oval Office.

Jack Muhlenbeck is the Deputy Chief of Public Affairs, USAREC.



**IN THE EAST LIBERTY SECTION** of Pittsburgh, PA, where beat patrolmen and K-9 teams are routine and hope sometimes wanes, something warm and wonderful happened. And the Army was partially responsible.

The first annual "Child Health Fair," originated by the staff of the Kingsley House Foundation, was the event that made the difference. Seeking some low-cost assistance, the foundation called upon the Urban League, who in turn contacted the Pittsburgh DRC. Local recruiters and the 339th General



*Ronald MacDonald and the Pittsburgh DRC contributed to the success of the "Child Health Fair," a community service for health improvements.*

Hospital, a USAR unit of the 99th ARCOM, jumped into the act.

The 339th General Hospital set up tents as shelter from the heat and provided nurses and medical personnel. Most of all, they rolled up their sleeves and went to work as a part of the medical team that performed the health services.

Health records were screened, parents were interviewed, and youngsters of all ages, tots to teens, lined up for sickle cell anemia, diabetes, and blood pressure checks, followed by immunizations against measles, rubella and other communicable diseases. **Ronald MacDonald** was there to ease the pain of the needle.

After the medical attention, the youngsters received refreshments and souvenirs, and some engaged in face painting and a ball-toss competition.

It was not only a fun day, but over 100 youngsters were treated. Appreciative parents applauded the efforts of the many who had volunteered.

USAR nurses, **Major Joan Garloff** (wife of **SFC Randy Garloff**, ADT Reserve recruiter) and **Captain Pat Loubeau**, assisted by **Specialists Fourth Class Lawrence Earle** and **Dan Gitzen**, and **First Sergeant Nate Weiss**, were tired but enthusiastic when the day ended. For them the day had brought self-satisfaction. For the recruiters who helped, the day also brought instant status in the community.

**Captain John Chasarik**, a former USAR recruiting officer and staff admin assistant for the 339th, put it in simple terms, "It's easy to get volunteers for this kind of duty. After all, we are doing what we know best, and doing it where it's needed." (Russ Weiskircher, Pittsburgh DRC)

**WHAT BEGAN AS AN ORDINARY** ride to work turned into a moment of heroism for **Captain Marc Van Dongen**, adjutant at Los Angeles DRC.

Van Dongen was taking his normal morning bus ride from his home in Reseda when he looked out the window and saw a fellow commuter sprawled on the sidewalk.

Leaping from the stopped bus, Van Dongen rushed to the side of the 65-year-old **William Spicer** to check his pulse and breathing.

"I couldn't find a pulse," he said. "I shouted for help and then tried to revive the man with cardio-pulmonary resuscitation."

What seemed like forever passed before Spicer began to show signs of life. Finally paramedics arrived and hooked up an "IV" system and heart monitor, and carried Spicer on to the hospital for further care. Doctors later diagnosed his condition as "suffering from heart seizure, respiratory failure and cardiac arrest."

Van Dongen was cited by the Los Angeles Fire Department for his "quick and decisive action" in saving Spicer's life. "Your prompt efforts were undoubtedly responsible for saving the man's life," the special recognition citation reads. (Marilyn Parnas, Los Angeles DRC)

**ON THE EAST COAST** another recruiter, **Sergeant William D. Smithies**, the newest member of the Army team at the Oneonta, NY recruiting station, has been recognized for his courageous actions in two life saving situations during his military career.



In 1957, while serving in the Marine Corps, Smithies rescued two men and five small children from a sinking pleasure boat on the Potomac River. The rescue took place during darkness, in rough waters caused by gale force winds. As a result of his courage Smithies was awarded a Meritorious Mast from the Marine Corps.

Then, 5 years later while serving with the Army in Tokyo Bay, Japan, Smithies received the Soldier's Medal for saving the life of an Army Master Diver performing underwater repairs.

When Smithies noticed the diver struggling on the surface, he dove, fully clothed, into the heavy sea and swam about 300 feet to the semi-conscious diver. He brought the diver to the surface, released his SCUBA equipment and lead weight belt, and towed him back to a protective seawall.

Not only is Smithie accomplished at swimming and diving; also on his interest list are teaching, working with youth groups, and participating in civic clubs.

"I can't think of a better position to assist our youth than being an Army recruiter," he says. "I enjoy being around them, and respect the talents that America's young men and women possess." (Albany DRC)



**A BRAIN-CHILD** of Station Commander **Sergeant First Class Larry Howell**, Centerline Recruiting Station, Detroit DRC, should be adopted by more people.

First, find a wall map of the US and gather a pair of scissors, a ball of red string, some brightly colored construction paper and a US Army Post Book.

The display, shown above, uses the string as pointers between illustrations of posts and their geographic areas. It is the focus of interest when basic training and AIT locations are being discussed and it helps the inexperienced applicant gain some

perspective about where he or she might be going. Sometimes the mere presence of the map encircled with the beautiful photos serves as an incentive to the prospect who is restless and wants to travel to far away places. (Nancy Fisher, Detroit DRC)



**COL John S. McLeod**, Commander, MWRRC, discussed basketball strategy with members of the Ft. Hood team following their tour of Midwest Region.

**FIVE YOUNG HOOPSTERS** from Fort Hood, TX recently stunned midwest audiences with their razzle-dazzle ball-handling, as the 1979 FORSCOM Champions conducted clinics and exhibition matches in support of the Midwest Region recruiting effort.

Coach **Captain Ron Foster** led his team to victory in nearly every game. Their first of only two losses came in Milwaukee. "We had beaten this semi-pro team," Foster explained, "and they asked for a rematch the next day."

That's when the deck was stacked. "This team went out and picked up a couple of players from Marquette, and even went into Chicago and got a player or two from Loyola," Foster said. "They beat us 112-106." He vows to have another go at 'em.

Team players were **Specialists Four Kevin Willingham, J.C. Jackson, David Payne, Melvin Trotter** and **Sergeant Jimmie McKenzie**. (SFC Pat Currans, HQ MWRRC)



**ADA PERKINS**, Miss Puerto Rico, 1978, poses with a helicopter during her tour of San Juan DRC Army recruiting stations. Miss Perkins' 4-day tour to promote female recruiting noticeably increased the number of female applicants for San Juan.



TE VE GUÍA (TV Guide)



**VIETNAM VETERAN, Staff Sergeant Robert C. Dowling**, readily admits Vietnam vets "might have had a bad time trying to find employment in southern Florida's high-skill-oriented job market."

Awareness of the problem and his effort to help Vietnam vets earned Dowling the honor of Broward County, FL Vietnam Veteran of the Year.

The recently assigned Army recruiter in Hollywood, FL was chosen by the Broward Employment and Training Administration (BETA) specifically for his efforts on behalf of the unemployed veterans living within that area. BETA is a US Department of Labor-funded organization specializing in employment-seeking for the hard-core unemployed.

**Master Sergeant Larry Babitts**, BETA Veterans Advisor and a retired Army recruiter with more than 12 years as a field recruiter, said that Dowling spent 10 of his "off duty" evenings at the recent county fair disseminating job information to the unemployed.

"Whenever Bob came into contact with a vet who was not eligible for reenlistment and unemployment, he'd refer him to one of our BETA veterans employment counselors," Babitts said.

"When BETA explained their veterans program (HIRE II) to me, I knew I had found a vehicle to help the veteran," Dowling replied. (Broward, FL Employment and Training Administration)

**IT DOESN'T MATTER** to Elgin and Crystal Lake, IL recruiters that they don't know what place in competition they earned; participation in the 22-mile Mid-America Canoe Race down the Fox River was enough.

Station Commander **Sergeant First Class Donald Rasmus** reports that the 1,000 participants had to portage five times over the course. At each portage he and the recruiters' wives and children met the Army canoeists with softdrinks and sandwiches. They also passed out RPI to the crowd assembled at these points of the race.

Striking out in the highly visible Army canoes borrowed from Ft. Sheridan were **Sergeant Michael E. Bills** and **Staff Sergeant Andrew Coull** of Elgin with **Sergeant First Class Donald R. Jordan** and **Sergeant Edwin D. Cheatham** of Crystal Lake.

Interest in the Army canoes brought questions from the audience lining the banks of the Fox River, and following the competition the recruiters took time to talk with the people. (Nadine Luc, Peoria DRC)



**SSG RAMON B. CHAVEZ, JR.** (above) Re-Up NCO at USACC-White Sands, NM, points to one of his "stars," soldiers who have renewed their contracts with the Army while serving in the unit. During FY-78, 21 careerists raised their hands to represent 162 percent of their 7th Signal Command goal while 12 first-termers, representing 133 percent of the goal, took the oath. The unit received five Certificates of Achievement during that period and Chavez is well on the way to bettering the mark this year. (PAO, 7th Signal Cmd, Ft. Ritchie, MD)

**THERE ARE MANY KINDS** of community involvement. For **Staff Sergeant Bill Shannon**, Army recruiter in Hemet, CA, a sub-station to Redlands recruiting station, community involvement is recruiting members for the Central Church of Christ in Hemet.

Shannon directs a unique bus ministry which recruits children to ride to church on buses where they sing and have Bible classes supervised by church volunteers.

"We recruit by talking to parents door-to-door," says Shannon. "Our volunteers call on parents at their homes, asking permission to bus their children to church. We have children in the program whose ages range from 1 year through high school. For some, this is their only religious experience." (Maxine Dougan, Santa Ana DRC)



*While the second platoon is at "prime and load," the first platoon of the NC Brigade, under the guiding hand of SFC Billy Jarrell, goes into the "give fire" position.*

**A GENUINE LOVE OF HISTORY** prompted **Sergeant First Class Billy Jarrell**, Raleigh DRC Reserve recruiter, to undertake several years ago the task of getting the First North Carolina Regiment of Foot out of the history books and into uniform. For Jarrell, the call to arms came on September 18, 1968, when the Governor of North Carolina announced the rebirth of the state's First Regiment of Continentals.

Subsequently, the First NC Regiment was organized in 1972 and fielded a unit of approximately 35 men drawn from five companies. Today there are over 400 members in the NC Brigade, which consists of ten regiments, each regiment having 35 men. Jarrell, with the rank of brigadier general, commands the entire Brigade.

While traveling throughout the US reenacting battles of the past, special attention is paid to presenting, down to the smallest detail, a similarity between the regiment and the original unit. Emphasis is placed on exactness of the men's regimental coats, hats, leggings, white leather cross belts, muskets—even their knapsacks. Each man bears the expense of his own attire.

Not only is it important that the men look the part of Revolutionary War soldiers, but also that

they think like them. As one member says, "When we're out in the battlefield, we have to try to be realistic in giving commands and act like Revolutionary War soldiers would act in particular situations. You have to try to get inside the head of the soldier you are portraying. The battles are judged in terms of realism, not who wins or loses. And it requires a lot of good actors to make a show."

Jarrell believes that by drawing attention to the 18th century soldier he is at the same time giving exposure to the present day Army. Often while talking with people about the way of life of the pioneer Army they are surprised to learn that he doesn't only play soldier, he is a successful Army Reserve recruiter.

History teachers often ask Jarrell to conduct high school classes in his historical uniform. He says the students enter into the classes with enthusiasm. It is an excellent reminder that history is made up of real events and real people.

"I have had parents show a curiosity about the Revolutionary War uniform which leads into a discussion about the modern Army Reserve, and they end up joining the Reserve," said Jarrell. (Mary Jane Griffin, Raleigh DRC)



**MORE THAN FORTY** persons at the New Orleans DRC donated blood during a special drive initiated by the New Orleans Blood Bank in cooperation with the American Red Cross.

A representative of the office of recruitment for the Blood Bank, **Janie Blackmon**, said the drive is part of a community-wide, concentrated effort to obtain 15,000 new donors to meet the increased demands for blood by hospitals in the greater New Orleans area.

"The response by both the civilian and the military personnel at the New Orleans DRC has been marvelous," she added.

**Lieutenant Colonel Roy S. Lombardo, Jr.**, commander of the DRC, became one of the first donors. He commended all DRC personnel who volunteered to donate blood during the drive. (Binford Johnson, New Orleans, DRC)

**A CONGRATULATORY LETTER** from the Civilian Aide to the Secretary of Army to the parents of DEPers has been implemented by the Indianapolis DRC as part of its "public relations/advertising" program.

The letter is signed by the civilian aide in Indianapolis, **Fred Heckman**, well known locally as news director for radio station WIBC.

The letter not only congratulates the parents on their son's or daughter's decision to enlist in the US Army, it "spells out" how the new DEP enlistee can be promoted by referring two high school seniors or graduates who also enlist.

The DRC believes the letter is an effective communication tool in that it lends a positive, yet subtle, approach in "spotlighting" the Army as being interested in its people. (Indianapolis DRC)

**TAKE A COUPLE** of knowledgeable Active Army recruiters and a keen Reserve recruiter, put them in a previously mediocre recruiting station, and in a few months . . . presto! three 100 percenters. Knowledge and success are close relatives.

How did the team of **Sergeants First Class Sterling M. Goldsberry, Cecil E. Smyth and Vera E. Simonetti** turn it around at the Pittsburgh DRC's Uniontown recruiting station?

Different strokes. What else?

As Station Commander Goldsberry put it, "To be a successful anything, you've got to have a positive mental attitude."

Goldsberry also has a philosophy about a recruiter's upbringing. "Although a recruiter can often make mission under difficult and adverse conditions, I believe a strong attempt should be made to match the recruiter's background to the area he or she will be recruiting," he said.

On the other hand, Smyth suggests that his success "comes from spending a lot of prospecting time in canvassing . . . visiting the local high schools,



*The 300 Percent Trio, Uniontown, PA Station Commander SFC Sterling Goldsberry, Cecil E. Smyth and Vera Simonetti, believes "it's teamwork."*

pizza shops and other haunts of young prospects. I save my phone power for the winter months when young people usually hibernate."

Attributing her success mainly to "good old hard work and follow-up with unit referrals, working the high schools, and phone power," Simonetti says, "Jobs are scarce in our recruiting area. I usually emphasize that the technical training they'll receive in the Reserve—while earning money—is something they can then apply one weekend a month and use in civilian life."

Goldsberry added that one of the reasons for the success in Uniontown is because of the weekly training and teamwork approach. Based on the station's monthly training schedule, Goldsberry, Smyth and Simonetti meet weekly to discuss ways of improving their recruiting techniques.

Putting their different methods into one effort is obviously working. (James B. McCarthy, Pittsburgh DRC)

# DEPers: Bembry's nets him

by Wayne Thrash  
Jacksonville DRC

He sent 43 applicants in a row to the Jacksonville AFEES from late December to early June and all 43 left with contracts. Not a single rejection!

"An amazing number when you consider that usually a recruiter is lucky to have three out of every five he sends accepted," says Jacksonville DRC Sergeant Major James McCoy about one of his recruiters in Winter Park, Staff Sergeant Walter Bembry.

The DRC's top recruiter the second fiscal quarter, a gold badge recruiter after only 9 months, with his first sapphire after only 12 months, Bembry earned the third award of the Army Commendation medal for his recent recruiting feat. In turn, he credits his success to the high quality of his DEPers.

"It's a lot easier when you let your high quality DEPers contact the applicants for you initially," says Bembry. "They are the ones who have grown up with their classmates and fellow townspeople. They know if these people are good prospects for the Army. I've found that if you work through the DEPers the quality of enlistees will be higher. I credit most of my enlistments to my DEPers," he says.

"He doesn't try to push you and make you sign up," says one of these DEPers, Lavonzelle McMiller, a senior at Apopka High School. "He will really try to see that you get

what you want."

Lavonzelle, who joined the Army to become a medical specialist and work toward a college medical education, plans to eventually become a gynecologist. "She is the type girl I'm so proud to have in the DEP," says Bembry. "When prospects of her caliber join, others are more likely to follow their example.

"I try to call each one of my DEPers at least twice per month, and a few key ones twice per week.

with the REQUEST terminal and guidance counselor that they are satisfied. I've had one option change this year," he says.

Another high quality DEPer Bembry likes to refer to is Cynthia Kirt of Apopka High. Cynthia, who joined the Army to be trained as a medical specialist, plans to pursue a college education in pre-medicine with the educational opportunities offered through the Army. "Cynthia was instrumental in getting the ball



*"The things I have to do to talk to my key DEPers," says SSG Walter Bembry. Sitting under a hair dryer at a local beauty shop he talks with DEPer Lavonzelle McMiller.*

I've found out that if you help your DEPers to get exactly what they want from the Army then they will help sell the Army for you. I make sure when they come back from a trip to the AFEES and a session

rolling for me as far as the "43 pass and no reject" figure is concerned. I originally contacted her through a REACT card and she was able to send many highly qualified prospects my way," he said. "For in-



# shortcut to success

## 43 enlistments

stance, I credit her with convincing a couple of football players to join. When one of them, quarterback Melvin Jones, joined, half the football team emptied into the DEP.

"I use my ASVAB list to contact prospects but I usually don't make the initial individual contact; I let my DEPers do that," he says. "When I see someone on the ASVAB list I want to talk to I call up a DEPer and say, 'Hey, did you know that so-and-so seems to be qualified for the Army?' After they know what I want them to do, they go out and look that person up for me.

"By letting them make the first contact, the ice between Army and the prospect is broken, and when that prospect comes in to talk to me, he or she is more at ease and more receptive to what the Army has to offer. Instead of viewing me as a guy just pounding the streets looking for recruits, they see me at a higher level," he says. "When the prospect comes in to see me I try to reconfirm what the DEPer has told him or her about the Army. I would show them regulations in a heartbeat if they asked for them."

Not one to fall back and let his DEPers do all the work, Bemby visits his high schools at least once a week. The German-speaking sergeant is always available to talk to classes at his high schools on a variety of subjects. Among some of the many subjects he has spoken on at West Orange High School and Apopka High School are "Adventure in Germany" to a geography

class, "Customs and Courtesies of Germany" to a travel class, "Decision Making" and "Women in the Army" to a typing class.

Recently he spent 2 days each at Apopka High and West Orange High performing the ultimate in show and tell. Taking advantage of his wife's brother's visit to the US from Germany, Bemby, acting as interpreter, was able to introduce a living example of current life in Germany to about 12 classes at each

knows the value of his DEPers and publicly acclaims their importance to him. He is truly sincere about helping them get what they want out of their Army enlistment. Jimmy Johnson, another good Apopka High DEPer, reaffirms what many others think about Bemby. "He's an honest person. I was originally thinking about joining the Air Force, but a friend of mine talked me into talking to Sergeant Bemby. After I talked to him I



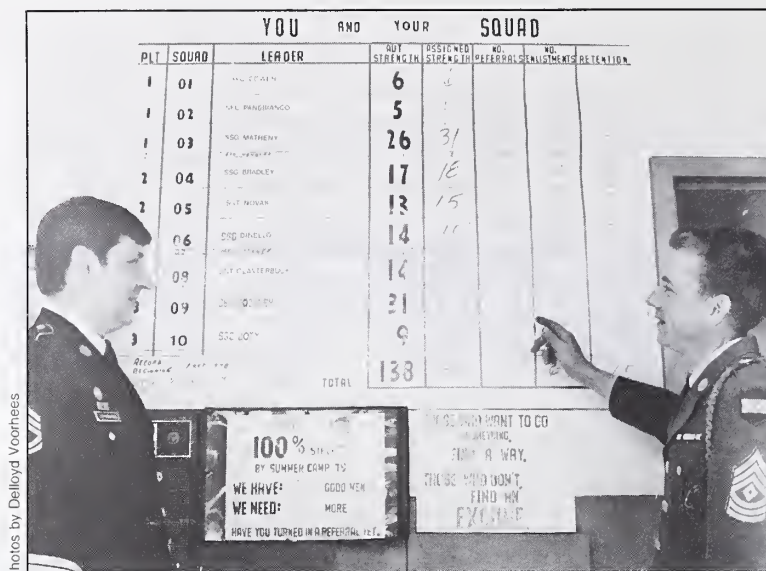
*SSG Bemby enjoys speaking to classes about Germany. A visit by his brother-in-law and a friend, sergeants in the German Air Force, afford him the ultimate in "show and tell."*

school. His brother-in-law and a German friend spoke to the classes and even wore their own German military uniforms during the school visit.

Bemby is a recruiter who

decided the Army was the best place for me," said Johnson.

"My DEPers are the best thing I've got going. I couldn't do it without them," concluded Bemby.



# Don't be lonesome, bring

by Russ R. Weiskircher  
Pittsburgh DRC

The life of Sergeant First Class Jim Donahue, US Army Reserve recruiter in Bellaire, OH, is anything but lonesome.

Donahue has been on a recruiting tour since March 1978. After the usual orientation and schooling and a brief stint in Weirton, WV, he settled in as the resident recruiter for the Bellaire area, the home station of Company A, 463rd Engineer Battalion.

You have to know the area to appreciate the difficulties Donahue took on as a recruiter. For starters, the Reserve center is located out on the edge of town, anything but convenient. And company strength was at a low ebb with a weak 68 percent and vacancies for 55 people.

However, First Sergeant Henry Peyton will tell you that Donahue is a worker. He enjoyed the challenge. He took one look at the recruiting office and began remodeling. Next he established a good rapport with the local reservists, probably the easiest of his efforts because of his past duty as platoon sergeant of an MP platoon located across the river

in Wheeling, WV.

Drawing on past experience, Donahue took the "squad leader" approach to recruiting. With the wholehearted support of the unit commander, Captain Gerald Bowman and First Sergeant Peyton, Donahue devised competition among the unit's ten squad leaders. Up went a wall chart! Right there in public view was posted the number of referrals, enlistments and retentions achieved by each squad leader. Between September 1978 and March 1979, the unit strength was increased to 100 percent, a gain of 55 new members.

When questioned about his daily schedule, Donahue says it includes "time for phone calls, time for advertising responses, time for referral follow-ups and time for high school visits." He personally assists in the inprocessing of all the new enlistments. His advice to reservists: "Don't be lonesome, bring a friend and share the benefits."

In early June Donahue earned his first gold star, indicating 150 percent or better for 3 months. Now his target is a gold badge and he's willing to work for it. After all, he

was the first USAR recruiter in the Pittsburgh DRC to earn a gold star.

Any member of Company A will tell you that Donahue's enthusiasm helped to turn the unit around from an under-strength, lack-luster unit to a capable, full-strength engineer team.

While manpower grew, so did the community exposure of Company A. There was a time when residents in eastern Ohio knew very little about the company. Not so today. The community has reaped many benefits from the hard work and kind-heartedness of the unit.

For instance, in 1978 the small village of Rayland was about to give up on a serious slide on a hillside road. It had plagued the village for over 20 years and help from the county and state was slow in coming. However, along came the Bellaire reservists and—without lifting a finger—they got action. When a report in a local newspaper of the unit's intention to undertake the project was published, the county work crews got on the job and corrected the problem permanently.

Donahue brags about the flood control channel they built to alle-





## a friend

viate the damage from spring thaws and ice flows. He likes to tell you about the time Company A removed a collapsed bridge from the center of town. He'll show you the baseball complex they constructed on a former city dump. He also likes to talk about the appreciative citizen who donated 18 acres for a company training site. Donahue brags about Company A's newsletter and their drill team and their local commissary plan. And if you ask him how it's all crowded into a 16-hour monthly training weekend, he will explain that it isn't. It takes doing a little extra.

Putting in hours . . . and having men like Jim Donahue.

Donahue's superb recruiting efforts turned the coin from tails to heads in Bellaire, but he couldn't have done it alone. It took team cooperation to establish the unit's reputation and to accomplish the contributions to better community living.

Donahue and Company A keep one thing in mind: It's a helluva lot easier to fall down the mountain than to climb it. They intend to remain at 100 percent.



(Clockwise from upper left) 1SG Henry Peyton of Co. A, 463d Engineer Bn, USAR in Bellaire, OH, posts up-to-date Squad Leader recruiting statistics on the chart as Reserve Recruiter SFC James Donahue looks on. Plagued by a rash of floods, Ohio-West Virginia residents gratefully accept the reservists' help. Two reservists clear undergrowth as part of a renovation project in the city park. Last winter troops were sent as far as 75 miles away to dig out snowbound villages, earning them a citation from the Governor of Ohio.





# RIDIN' THE "JACK- ASS MAIL"

by Don Norton  
WRRC

Staff Sergeant Dave Wolff has forged an offbeat way of "getting involved" with his community.

Once each spring for the past 3 years, he's been part of a grueling, uphill 17-mile ride aboard an old frontier grain wagon turned "mail coach."

Around Porterville, Springville



*Jackass Mail 1979 wagonmaster Dave Wolff talks with wife Laura from horseback prior to the start of the annual Spring mailrun to Springville, CA.*

and much of mountainous Tulare County, CA, that trip is called riding the "Jackass Mail."

Wolff is an Army recruiter for Porterville, a one-time jumping-off place into the mountain mining and logging country, and its 15,000 townspeople.

But it wasn't the Army that got him involved. It was his interest in the community. Wolff has been a recruiter for 4 years now . . . and all of it in Porterville. It isn't just

another Army job to him. It's home.

"I first got started with the Jackass Mail in 1976," Dave reminisced. "I had just arrived the year before and was interested in becoming involved with the community. Staff Sergeant Mike Thorne was station commander then and he got me involved."

According to Wolff, the actual mountain "run" dates all the way back to the 1800s when a mule-drawn mailcoach negotiated the



(then) tricky uphill trek between Porterville and Springville.

"Springville is in the foothills that make up a part of the Sequoia National Forest and Sierra Nevada Mountain Range and we're below them," Wolff said. "In the 1800s, the mail run was the only way the miners and loggers could get mail, some supplies and the local gossip."

When the Bicentennial celebration bug bit everyone back in 1971, someone suggested recreating the old mail run . . . but the only kind of wagon available was an old grain wagon. Even the idea of using "that kind of vehicle" for such an auspicious occasion met with less than favorable response.

"My God," someone groaned, "a grain wagon? A beat-up old grain wagon? We do that and we'll look like a bunch of jackasses."

Wolff said the name "kind of stuck" but the accompanying celebration has since flowered into a frontier-styled extravaganza.

A jumpoff into the annual Springville Sierra Rodeo, the Springville side is now a 2-day festival highlighted by log cutting contests, Kentucky rifle roundball shootouts, country fiddling competitions, band performances and a beauty contest to elevate one of the "mountain lasses" to the dubious honor of "Miss Springville Jackass."

"The actual mail run leaves Porterville around 8 a.m. Saturday and reaches Springville around 3 in the afternoon," explained Wolff. "Of course, that includes stops along the way: the old Mountain Lion Saloon in Porterville to map out plans, Success Market and then Lake Success for an afternoon barbecue."

"The route follows the old Emigrant Trail which is now Highway 190 and it's all uphill grind to Springville and the mountains," he said.

Members of the Tulare County Sheriff's Office and California Highway Patrol supervise "the run" and lend a helping hand when needed to keep the horsedrawn traffic

moving.

Wolff explained that in order to qualify for the "procession," you have to travel via carriage, grain wagon, on horseback or by some means other than automobile.

He said that the usual garb is Old West with the men wearing levis or old work clothes and "chore" or fancy dress shirts. The hats vary from old stetsons to "back East" bowlers and include everything from golf to baseball caps plus some constructed from old beer cans.

"If you're a man, you must have a beard or at least a stubble," Wolff said. "That's important. If you're clean-shaven, they'll throw you in jail when you get to Springville. It will cost you a buck (dollar) to get

spring run with the rush on right up to departure time.

"We've sent letters all over the world," Wolff said. "They've gone to Iran, Spain, Japan and Egypt. We used to mail one to movie actor John Wayne each year and we sent one to President Carter this year."

For the Wolffs, the Jackass Mail has become a family affair. Dave's wife, Laura, sells Jackass stamps for several weeks prior to the celebration and, come ride day, vies with kids Lynn, 13, and Doug, 9, for a seat on the mail wagon.

Wolff was named wagonmaster for this year's ride and being Army, tried to add a little military pomp with a special Jackass Mail color-guard.

"It didn't work out for one

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***. . . the only kind of wagon available was a grain wagon. "We use that and we'll look like a bunch of jackasses!" The name stuck.***

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out."

The women's dress is also traditional, complete with bonnets, long dresses and an occasional parasol.

"But no pants suits," Wolff said. "That would land them in jail, too. If you're in the Army, though, it will all be taken into consideration. You still get thrown in the slammer . . . but not quite as hard."

Another interesting sidelight of the celebration is the legalized use of the yellow, 50-cent Jackass Mail stamp.

Wolff explained that the local chambers of commerce have an arrangement with the US Government that allows the user to send a letter anywhere in the world by using a Jackass stamp in conjunction with an ordinary 15-cent US postage stamp.

According to Don Collins, Porterville Chamber of Commerce manager and Jackass Mail postmaster, 1,500 to 1,800 pieces of mail were posted prior to this year's

reason or another," Wolff said. Instead, as one area newspaper put it, he ended up a "lone survivor of Custer's Last Stand" garbed in "a black campaign hat with yellow band, blue chambray shirt with yellow chevrons, blue military trousers with yellow stripes and (all) the requisite 'hardware' of a frontier military man."

But he said that the wagonmaster role was a great honor. "They choose a different person every year and the past and present wagonmasters all get to ride in the mail wagon together."

Although the same newspaper described him as "a US Army sergeant of more than surpassing renown," Wolff said it was the only piece of Army promotion in his participation.

"I didn't go into it with the idea of getting people in the Army," Wolff said. "They all know me around town and that I'm an Army recruiter but the community was my interest. I'm in it to help out." 📌



# Update

## **OCS policy changes announced**

OCS is an important source of new Army officers. The program provides upward mobility for enlisted soldiers on active duty and serves as a ready and expandable source of commissioned officers in wartime. Each year approximately 700 soldiers are trained and commissioned through this program.

Since 1973, the Branch Immaterial Officer Candidate Course (BIOCC), at Ft. Benning, GA, has been the single location for officer candidate training. This course replaced the eight "branch" Officer Candidate Schools which previously existed to commission officers for specific branches of the Army. (See FOCUS Number 10-78 for further details on OCS.)

Until recently, soldiers attending the 14-week BIOCC did so in a PCS status. After careful evaluation, it was determined that the course is more appropriate for temporary duty rather than a permanent change of station. Beginning with Class 5-79, which

starts on 23 September 1979, candidates will attend the course in a "TDY enroute" status, unless they are assigned Specialty 11 (Infantry). In this case the candidate will be assigned PCS to Ft. Benning. Also, those selected for Ranger training following completion of BIOCC may also be assigned to Ft. Benning.

The new procedure allows the soldier whose ultimate assignment is to a CONUS installation to leave his family in current housing or move them to the ultimate duty station. Individuals whose ultimate assignment is to an overseas area have only the option of leaving their dependents in current housing. Families who choose to accompany candidates to Ft. Benning must do so at personal expense.

Government quarters will not be available at Ft. Benning for dependents of officer candidates, except those assigned accession specialty 11 and PCSed to Ft. Benning.

## **Military pay increases**

A proposal to sever the direct relationship of military pay raises from those of the federal civil service is being considered at the White House for later submission to Congress.

Currently, under the Federal Pay Comparability Act, the President annually adjusts the pay of federal civil servants and military personnel at the same rate. Changing this system could mean differing rates of pay increases in FY 81 for the military and General Schedule (GS) civilians, according to Pentagon officials.

Although the pay adjustment for servicemembers

could be more or less than that for government employees, officials believe the military rate will probably be higher since the secretaries of all the military departments have strongly recommended that military personnel should come under the higher 7 percent Presidential pay cap set for the private sector rather than under the present 5.5 percent ceiling for GS federal civilians and military members.

But DoD officials caution against leaping to the conclusion that the military pay raise will be 7 percent in FY 81 since there may not even be a pay cap at that time.

## **Bond interest raised**

Soldiers buying series E and H savings bonds will now receive 6.5 percent interest upon maturity, according to Army finance officials.

The increase from the old rate of 6 percent, officials say, is designed to make bonds more attractive as a long-term investment.

E bonds must be held for five years and H bonds and savings notes (freedom shares) will also receive

the increased annual interest rate beginning June 1. The increased rate will begin with the first semi-annual interest period starting on or after June 1, officials added.

Interest on series EE and HH bonds, scheduled to go on sale in January 1980, will also be increased to 6.5 percent.

## **Reservists allowed theater access**

An interim change to AR 60-20, Army and Air Force Exchange Service—Operating Policies has been approved. This change extends to members of the Reserve Components the privilege of attending Army/Air Force motion picture theaters on the same basis as they currently use the exchange. Basically,

this means one day of use for each day of inactive duty training performed.

Theater privileges are restricted to reservists who participate in regularly scheduled inactive duty training (weekend drills) and do not apply to members of the IRR.





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## ***E-8 promotion board***

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An E-8 promotion board is slated to meet in late October at Ft. Benjamin Harrison, IN, according to MILPERCEN officials.

The primary zone will include all E-7s with a date of rank of September 30, 1974 or earlier. Secondary zone will include E-7s with a date of rank between October 1, 1974 and July 31, 1976.

To be eligible, soldiers must have a basic enlisted service date of October 31, 1972 or earlier, a high

school diploma or GED equivalent and not be restricted by the provisions in paragraphs 7-37 and 7-61 or AR 600-200.

All E-7s with a date of rank of July 31, 1976 or earlier will be screened whether or not they meet the promotion criteria unless they are on the current E-8 list, have a bar to reenlistment, or have an approved retirement effective on or before January 1, 1980.

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## ***Payment of accrued leave***

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Recently there have been instances where soldiers reenlisting prior to the 3-month period before their normal ETS, have been advised by reenlistment personnel that accrued leave would be paid.

All personnel connected with reenlistments are reminded that to be eligible for payment of accrued leave at the time of immediate reenlistment, the ser-

vice member must not be discharged more than 3 months before his/her ETS. It is also pointed out that effective February 10, 1976, a service member may only be paid for a maximum of 60 days of accrued leave during his/her military career (Table 4-4-4, DOD Military Pay and Allowances Entitlements Manual).

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## ***Reenlistment of married Army couples***

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Joint domicile is possible but not automatic for married Army couples who reenlist for the same area. In a recent case, a soldier couple in Germany reenlisted for Korea and they assumed a joint domicile assignment was part of their reenlistment, only to discover that their concurrent assignment in Korea was not a joint domicile assignment.

The situation could have been avoided if the couple had been told that one of them must apply for joint domicile. An approved joint domicile assignment is the only way to ensure a couple that the overseas commander will assign them so they can live in a joint

household.

Married Army couples who wish to reenlist will be advised of pertinent regulations:

- Section III, chapter 3, AR 614-200 outlines assignment policy and procedures for enlisted couples to apply for joint domicile.
- Paragraph 2-9, AR 614-101 provides the same information for officer couples.
- Paragraph 4-4b, AR 614-30 establishes overseas assignment policies for married Army couples. Tour lengths are listed in Table A-1.

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## ***Advance leave***

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There appears to be some misunderstanding concerning advance leave associated with reenlistment. Individuals in an advance/excess leave status who are discharged and reenlist within 3 months of ETS will have that amount of advance leave collected from their pay and allowances.

Individuals who are discharged and reenlist more than 3 months before their ETS may elect to carry the advance/excess leave forward to their new enlistment (Chapter 3, paragraph 10305, DOD Military Pay and Allowances Entitlements Manual).

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## ***AR changes and revisions***

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AR 635-5 has been revised and will be effective October 1, 1979. The DD Form 214 will no longer be prepared for those individuals discharged for the purpose of immediate reenlistment after this date.

Also Change 3 to AR 601-280 has been submitted for publication and should be available to the field in the near future.

Some of the more significant changes include: bar

to reenlistment approval authority; establishment of an appeal to a bar to reenlistment; authority for separation of individuals who have a bar to reenlistment and are serving on a second or subsequent enlistment; change in educational requirement for reenlistment; revised DA Form 3286 containing statement required by Table 4-5 and establishment of an RE Code for retirees.



# RECRUITING FROM THE COLLEGE

by Joyce Lynch  
SWRAC

Tell a recruiter he's got to go after the grads, and where does he look? In the high schools, of course, because that's his best hunting ground.

But how about college recruiting? No matter how good a recruiter's intentions may be, if he can make production by concentrating on his high schools, he isn't going to want to dilute his effectiveness by spending a lot of time in the less-fertile (but highly desirable) college market.

Recognizing that the college market was not being properly worked, the San Antonio DRC designated one of its recruiting areas to pioneer a different kind of college recruiting program.

The main thrust of the program, initiated as a test in 1977, was to "dedicate" a full-time, on-production recruiter to metropolitan colleges and junior colleges in the San Antonio Recruiting Area.

Sergeant First Class Luther W. Wood, selected to fill the "dedicated college recruiter" slot, has played a

leading role in developing the concept from its experimental stage to the highly successful program it has become. During the past April and May, his production was 200 percent. As of late June, he needed only four more enlistments to close out his annual objective of 41.

But the program, in its infancy, was not without its problems. Market information was scant. Historical data were nonexistent. The REACT system was not set up to isolate college prospects. Most frustrating of all, there was no immediate source of leads.

By the end of the first 6 months of the test, experience had shown that the majority of leads were generated from the college recruiter's own on-campus activities, and, later, from the use of continuously-refined dropout lists. (A "dropout list," explains Wood, consists of those students who were enrolled in the college the previous semester but who dropped all classes and did not enroll for the current semester.)

"Early in the program, when we first asked for dropout lists," says Wood, "the first inclination of the

school was to say no. I had to build up rapport—visit frequently, give out RPI and calendars and such, and spend a lot of time talking with school officials from the various departments.

"Now," he continues, "I don't have any trouble getting the lists. Not only that, but the school officials help me by letting me know which are the best days to come to the school so I'll be able to see the most students. They give me the dates of any special events—career days and other occasions—to be sure I'll be there."

Although Wood works all seven of the colleges and universities in the San Antonio area, he has found that it pays to concentrate most heavily on the two 2-year colleges.

At San Antonio College, for example, he sets up and maintains a table in the popular Loftin Student Center at least once a week, and advertises weekly in the school's newspaper, *The Ranger*. Each of these weekly visits normally lasts from 8 a.m. until 2 p.m. or later, and is cleared, in advance, through



# MARKET



**SFC Luther Wood, Army Recruiter for San Antonio colleges, jots down a "lead" from an interested student, Mary Colbath.**

school officials. "They like that," Wood says. "In fact, they seem to like having me there—maybe because they get a lot of questions about the Army that they can't answer themselves."

At his table in the student center, Wood is set up not only to talk with students and hand out RPI, but to show Fairchild films about Army opportunities and to give the enlistment screening tests.

The Army films that draw the most interest from college students, Woods observes, are those dealing with education and travel.

Since Wood was an MP for about 16 years before getting into recruiting, he is often invited to speak to law enforcement classes at the colleges. Last year, for example, he gave briefings to 17 of these classes about Army law enforcement. "I was glad to get to do it," he says, "because it gave me a chance to meet a lot more people I might never have gotten to talk to, otherwise."

Wood believes the formula for success in the job can be summed up in a single word: *more!* "You've got

to have more patience, talk to more people, make more phone calls, and work more hours."

To explain, he describes a typical day: "When I leave the college around 2 o'clock in the afternoon, I pick up my 'hot prospects' and take them with me to the station. Then, from about 3:30 to 5:30 I'm making phone calls and house calls. On the nights when I don't talk to evening classes, I spend a longer time making these calls. I've been to people's houses as late as 10:30 at night, when I couldn't see them at any other time. Otherwise, after 9 p.m. I'm receiving calls at my home."

The most crucial period of concentration for a college recruiter, Wood has learned, is the period immediately following mid-term exams—from that time until the end of the semester.

"I never encourage a student to leave college," he says. "Obviously, I wouldn't be very welcome on campus if I did. But sometimes,

when a student isn't really happy about being in school, he'll fail one exam and come to me about joining the Army.

"That's when I tell him about what we have to offer, and how the Army can help him to finish college later, when he's ready.

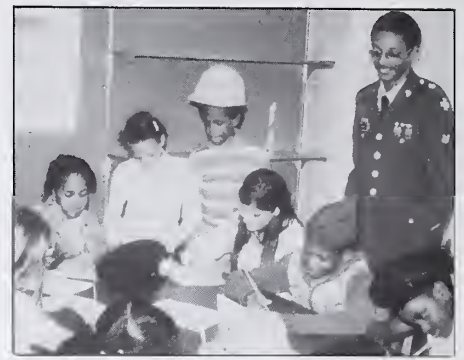
"But a lot of the students I recruit go into a long DEP, because they want to finish a semester, or, if they're seniors, to graduate before going on active duty. The main thing is, I try to do whatever is best for the individual. I don't try to put them in the next week just to bring in another person."

As Wood sees it, there are lots of people in college who have already realized it's not for them—at least not right now—but they try to hang on as long as they can, sometimes for no better reason than "all my friends are in college." These are the people described as "lost" by the soft-spoken, soft-sell recruiter. And these are the people Wood continuously works to find. **T**



The scene is a sunny first-grade classroom in a Washington, DC suburb. In an exercise familiar to us all, the teacher is asking every child in turn to tell the class what they'd like to be when they grow up. The

garten classes. "And it's been my experience," Boozer cautions, "that once kids are favorably exposed to one branch of the service, they tend to relate to that branch for a long time to come."



**Army garrison cap competes with other professional headgear.**

## *"I wunna be a . . . a sojer."*

child next in line to speak, a 6-year-old girl, considers her choices. Through her mind flash the possibilities that immediately occur to most 6-year-old girls: nurse, secretary, actress, soldier . . .

### **SOLDIER?**

That's right. Or it will be, if Ron Boozer has anything to say about it.

Boozer, education coordinator at the Baltimore-Washington DRC, is in the front lines of the current trend toward career education and vocational training in the Nation's schools. His mission: to introduce school children—sometimes very young school children—to the Army. To make kids think "soldier" as readily as they think doctor, lawyer, merchant or rock star.

But *first-graders*? Isn't that stretching things a little? Boozer doesn't think so. A teacher, vice principal and principal in the Baltimore city school system for 10 years before becoming an education specialist for the Army 5 years ago, Boozer feels that the Army has suffered from its late start in presenting career soldiering to kids under 17. "We need to get in on the ground floor, to compete right along with other job options," he advises.

And, for that matter, right along with the other military services. While the youngest students Boozer has personally worked with so far have been middle-schoolers—12- to 14-year-olds—he knows a Navy education specialist who uses a hand puppet to teach Navy terminology to elementary and kinder-

**by Nikki Ressler  
Baltimore DRC**

But Boozer prefers to downplay inter-service rivalry and concentrate instead on creating awareness of military service in general as a career alternative to be covered in vocational programs at every grade level.

To this end, he belongs to the Washington, DC Career Advisory Council, where he joins civilian representatives of the other military services, private industry, education and government agencies to prepare job seminars, publish newsletters, plan field trips and set up career centers in area schools.

He also conducts periodic workshops for local career counselors. "At the workshops, I often talk about counseling tools in general," he says. "But when we discuss aptitude tests, for example, I make sure they hear about the ASVAB."

Advisory councils and seminars aside though, the most valuable contacts Boozer feels that he makes are with the kids themselves. Such contact may take the form of a visit to a school, accompanied by an Army cook or medical technologist who tells the kids about his or her job and answers the flood of questions that follows.

Or it may involve playing games with the students in which they fantasize about different occupations, including soldier. It may be something as simple as supplying photographs of Army workers for a bulletin board display, or some-

thing as potentially complicated as arranging a bus tour of a military installation.

Whatever it is, Boozer considers it well worth the time spent. "It's true that these children are not recruiting prospects in the usual sense of the word," he says. "But reaching them at a young age can have a number of long-term benefits for the Army. I see this program as a way to change the public image of the military, to enlighten people about its non-combat facets.

"I also see our program as a valuable community service. Considering the shape of the economy today, not every kid can afford college. Nor is college right for every kid who can afford it. The education community owes it to those kids to present every possible option open to them."

Boozer is convinced that many more kids would choose the military careers. "Unfortunately," he laments, "teachers and counselors—being college oriented themselves—often don't know the facts of military life. We intend to change that."

This fall, for example, Towson State College in Baltimore will offer educators a graduate course which Ron Boozer helped to develop called "Integrating the Military Into Career Education."

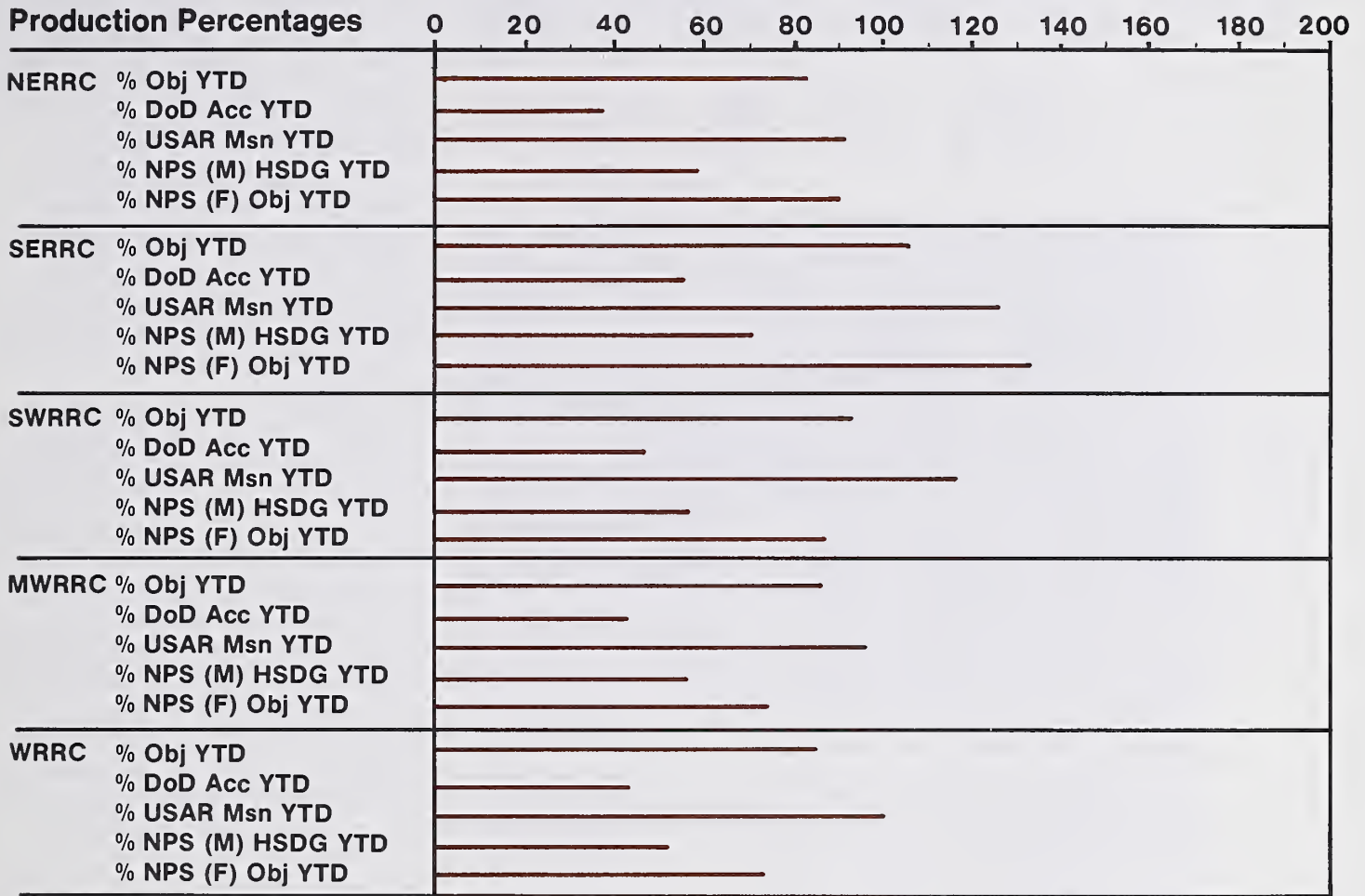
"The whole idea," Boozer concludes, "is to insure that the military is in kids' minds from an early age as the integral part of American life that it is."







# Production Progress



DRC			DRC			DRC		
	% of OBJ	# of Wks. Mission was Accom.		% of OBJ	# of Wks. Mission was Accom.		% of OBJ	# of Wks. Mission was Accom.
1. San Juan, PR	121.3	45-45	20. Nashville, TN	98.5	37-45	39. Des Moines, IA	79.3	22-45
2. Jackson, MS	118.3	45-45	21. San Antonio, TX	96.0	28-45	40. Santa Ana, CA	78.7	15-45
3. Atlanta, GA	114.4	45-45	22. Cleveland, OH	95.1	25-45	41. Portland, OR	78.1	14-45
4. Baltimore, MD	107.7	45-45	23. Salt Lake City, UT	95.0	30-45	42. Los Angeles, CA	77.7	7-45
5. Honolulu, HI	107.1	42-45	24. Newburgh, NY	94.2	16-45	43. Boston, MA	77.7	10-45
6. Montgomery, AL	106.2	45-45	25. Charlotte, NC	88.4	33-45	44. Phoenix, AZ	77.6	12-45
7. Miami, FL	106.2	45-45	26. Peoria, IL	87.9	26-45	45. Pittsburgh, PA	76.8	9-45
8. Raleigh, NC	106.2	45-45	27. Columbus, OH	87.6	20-45	46. Syracuse, NY	75.5	17-45
9. Columbia, SC	105.3	45-45	28. Sacramento, CA	87.4	16-45	47. Kansas City, MO	75.4	17-45
10. Jacksonville, FL	104.5	45-45	29. Oklahoma City, OK	85.9	17-45	48. Harrisburgh, PA	75.2	14-45
11. Richmond, VA	104.2	45-45	30. Albuquerque, NM	85.1	24-45	49. Omaha, NB	74.4	16-45
12. New Orleans, LA	103.8	37-45	31. Long Island, NY	82.8	14-45	50. Lansing, MI	73.5	11-45
13. Chicago, IL	102.1	35-45	32. Beckley, WV	82.6	23-45	51. Minneapolis, MN	73.3	14-45
14. Cincinnati, OH	102.1	37-45	33. Ft. Monmouth, NJ	81.9	19-45	52. Seattle, WA	73.1	13-45
15. St. Louis, MO	101.5	42-45	34. Albany, NY	81.9	15-45	53. Detroit, MI	72.5	8-45
16. Louisville, KY	101.5	41-45	35. Denver, CO	81.5	17-45	54. Dallas, TX	70.8	15-45
17. Little Rock, AR	99.5	38-45	36. Philadelphia, PA	80.1	12-45	55. Niagara Falls, NY	70.1	9-45
18. Indianapolis, IN	99.5	35-45	37. Concord, NH	79.5	14-45	56. New Haven, CT	62.4	4-45
19. Houston, TX	99.5	24-45	38. San Francisco, CA	79.4	13-45	57. Milwaukee, WI	59.0	3-45

% DoD a/o 30 Jun 79

All Others a/o 27 Aug 79

# Old Guard visits the city of its roots

by Gardner A. Dean  
Boston DRC



*Recognition for Boston DRC recruiters was increased in April when this squad (above) from the "Commander-In-Chief's Guard" of the 3rd U.S. Infantry fired a volley of musketry at historic Faneuil Hall, Boston. The unit was visiting Boston, and demonstrated American Revolutionary tactics before hundreds of tourists. Below: An element of "Commander-In-Chief's Guard" of 3rd U.S. Infantry (Old Guard) of Fort Myer, VA, "protecting" historic Faneuil Hall, Boston, during a recent visit. The "Cradle of Liberty" was built in 1742, 35 years before the American Revolution.*



A "section" (or squad) of the "Commander-In-Chief's Guard" of the 3rd United States Infantry (Old Guard), toured the Boston DRC area in April. Visits were made to high schools, the historic Faneuil Hall and to Boston City Hall Plaza.

At Faneuil Hall, built in 1742, and rich in Boston heritage, hundreds of tourists were sightseeing and were thus treated to an unexpected Army display when the unit appeared in authentic uniforms of the Revolutionary period and fired its muskets.


The unit was created by order of General George Washington on March 1, 1776, making it the oldest active infantry unit of the Army and earning the title of "Washington's Life Guard."

Since their creation, the "Commander-In-Chief's Guard" (Co. A, 3rd Infantry), and the entire Old Guard, are the Army's official ceremonial unit and escort to the President. Old Guardsmen maintain a faithful 24-hour-vigil at the Tomb of the Unknown Soldier at Arlington National Cemetery.

The ceremonial unit that visited Boston appeared in the recreated uniform as standardized in 1779 (blue regimental coat with buff facings, collar and cuffs, colonial scarlet-red waistcoat, buff colonial overalls and white shirt.)

Performances included a demonstration of the original manual-of-arms, close order drill, and the loading and firing of a replica of the British Brown Bess musket that each soldier carries.

Preceding each school demonstration was a 20-minute 16mm film showing the 3rd Infantry's history and current mission.

Each appearance had commentary provided by a moderator who wore modern dress blues. 



## Air Defense Artillery:

# 16R: Vulcan Crewman

by Peggy Flanigan  
Assistant Editor, all VOLUNTEER

To operate the Vulcan, an intricate, almost unbelievably effective anti-aircraft gun with a capability of firing 1,000 or 3,000 rounds per minute on aircraft or providing ground support, the Army seeks a well-trained and experienced soldier, the Short Range Air Defense Artillery (Vulcan) Crewman (MOS 16R).

The radar-equipped Vulcan is operated by a team of four: one E-6 squad leader, a single gunner who detects the target and fires the gun, an assistant gunner to assist the gunner in the preparation of the system for firing, and a driver who operates the Vulcan vehicle or the vehicle towing the gun.

The Vulcan battery is normally used in support of Artillery, Infantry, or Armor divisions, however, it is sometimes found in support of non-divisional units such as airbases or ammunition sites.

To qualify for MOS 16R, applicants are required to have good night vision with red/green discrimination, an aptitude area OF (AE) of 90 and be able to obtain a Confidential clearance. He also must have the physical ability required of the job, a knowledge of basic mathematical skills and the ability to read and comprehend technical maintenance and instructional manuals.

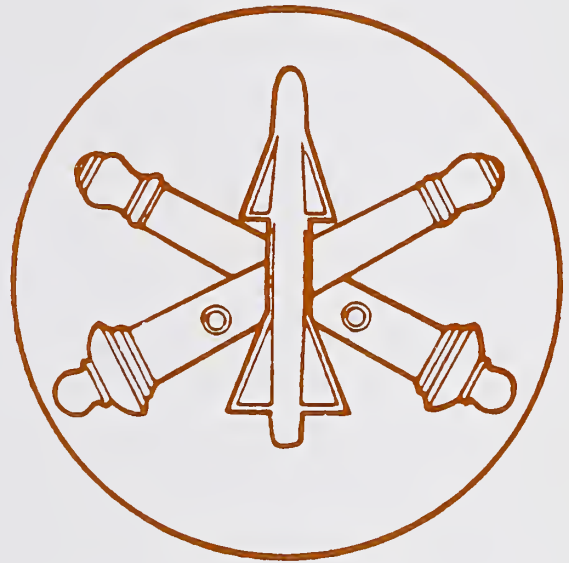
The 16R course begins with 7 weeks of basic training at Ft. Bliss, TX, followed by 7 weeks AIT with the same unit. Approximately 40 percent of the course is self-paced with visual aids, technical manuals, and instructors well prepared to assist the student.

During the course of training, the Vulcan Crewman receives live fire training, and becomes completely familiar with the part each team member must perform to be able to prepare the Vulcan for firing in a minimum time period.

Physical fitness must be maintained. The new crewman spends a lot of time with calisthenics, and sometimes takes part in drills and ceremonies.

During training the crewman learns to drive the self-propelled system or other vehicles associated with the Vulcan, and after arrival at his unit, will be licensed to transport the Vulcan system.

The Vulcan crewman can expect assignment at one of the following posts: Ft. Bliss, TX; Ft. Hood, TX; Ft. Carson, CO; Ft. Lewis, WA; Ft. Ord, CA; Ft. Campbell, KY; Ft. Bragg, NC or Ft. Stewart, GA. Overseas the choice is Hawaii, Korea or Germany.



*Air Defense Artillery Insignia*

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Crewman**